





TEAM

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FASHION EDITOR SHARON JANE

JUSTINE DUCLAUX **CONTRIBUTING EDITORS**

SHANNEN TIERNEY

MATT KOGER

CONTENT CREATORS

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LETTER FROM THE EDITOR

Happy New Year!

As we leave 2020 behind and move forward, let's think about how we can do so in a positive manner. Take a moment to think of the people and things in your life that bring you joy and give them a shoutout! After all, it's the little things that keep us going.

With this pandemic, many thing shave shifted from our social lives to how we interact with people in the outside world. At a distance. However, despite all the restrictions and hardships we face, there is a way to see the glass "half full," you just have to take a second to think about what make sit that way.

We are beyond excited to bring to you amazing models and talent in our issue (as always). Empowerment. Beauty. Fashion. And what a better way to start this year than with "the Lady Boss" herself, the star of NETFLIX's SELLING SUNSET, Christine Quinn, gracing our new cover.

Hope you enjoy this issue!

ALEXANDRA BONNET & JOSE-MARIA JIMENEZ Senior Editor & Editor-in-Chief *QPmag*

COVER



TALENT: CHRISTINE QUINN @thechristinequinn
PHOTOGRAPHER: CHRIS MARTIN @bychrismartin
WARDROBE STYLISTS: CARA GORDON @cara_gordon
& KATHRYN GOSIK @kathryngosik
MAKEUP ARTIST: JUAN ALAN TAMEZ @boomkackmua
HAIR STYLIST: CHRIS MARTIN @bychrismartin
PRODUCTION: EDGAR MARTIN @edgarmartin_
THE INFLUENCE EFFECT @theinfluenceeffect
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& TATA PR AGENCY @tata__la

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SUBMISSIONS

hello@qpmag.com ww.qpmag.com

QP FASHION MAGAZINE BELLO MEDIA GROUP

@BELLOmediaGroup 8285 Sunset Blvd, Suite 01 WEST HOLLYWOOD, CA 90046

WWW.QPMAG.COM HELLO@QPMAG.COM











12 Storeez









PHOTOGRAPHER: CHRIS MARTIN @bychrismartin MODEL: JULIA LOGAN @julia_logan MAKEUP ARTIST: MINA ABRAMOVIC @abramovicm HAIR STYLIST: CHRIS MARTIN @bychrismartin PRODUCTION: THE INFLUENCE EFFECT @theinfluenceeffect REPTILES PROVIDED BY THE BLACK IVORY @theblackivory

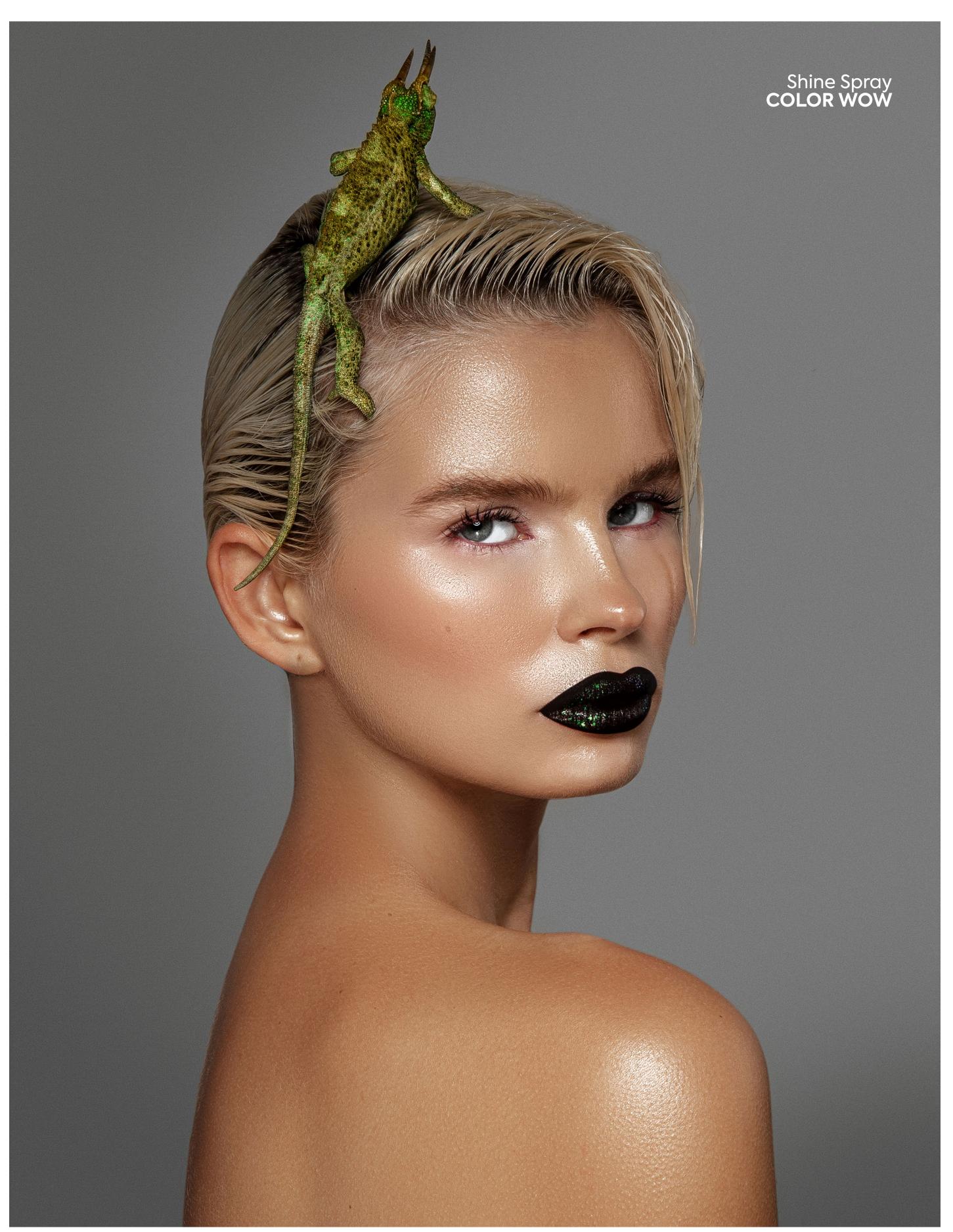




















Dress **STEVEN KHALIL** Earrings **DALT LUCIA**















Dress NOW PR PRIVATE COLLECTION







Dress **STEVEN KHALIL** Earrings **DALT LUCIA**



CHRISTINE QUINN

ADY BOSS

Text by ALEXANDRA BONNET @alexbonnetwrites

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Fur MILKWHITE
Glasses DAVID SNOW
Necklace TAKO MEKVABIDZE
Shoes ISCREAM























CHRISTINE QUINN

2020 brought on a tough year as it led us into a very different world but in some ways, it also had a very growing effect. Despite the changes in the industry, people of all career paths found ways to adapt to the situation at hand as well as evolve to a whole new level. For Christine Quinn, who stars in NETFLIX's Selling Sunset, 2020 was a big year. We will be seeing a lot more if this blonde boss lady! Having already built an incredible resumé and name for herself, Quinn embodies what it means to be an empowered woman. Having already graced many mainstream fashion magazines, people are listening and following this beautiful and dedicated boss!

After all, she dresses the part. She acts the part. As people put it, she doesn't just talk the talk...she walks the walk.

Quinn is truly a BOSS. On the show, she is one of the best brokers who earns the most for the company. One of her genius ideas was the "burgers and Botox" evening as she motivated her millionaire clients to sell their homes. Despite the names she had been called both positive and degrading, nothing is stopping this stiletto-heeled beauty from continuing her rise. Combining her talents for acting, her incredible sense of fashion, and her ability to think quickly on her feet, Quinn is truly "bringing it." Confident and open about everything from her botox to who she is, Christine Quinn leads by example and is truly an inspiration for those around her.

Be ballsy. Be strong. Be you. Make sure to follow Christine Quinn as she headsinto 2021 with full force!

























INTERVIEW

12 STOREZ FOUNDERS

Founded in 2014 by twin sisters Irina and Marina Golomazdina and Irina's husband, Ivan Khokhlov, 12 STOREEZ has grown from a small online shop to a beloved fashion destination. Every month, they create a capsule — a story — of highly-curated pieces in limited quantities. They believe in less is more, and create designs that can be easily matched with the rest of their capsules. 12 capsules, 12 stories, one wardrobe that works for you time and time again. Ultimately, they want to save their clients time and effort, and provide them with a wardrobe they will wear for years, and even decades, to come. Timeless, feminine and subtle. They have 30 brick and mortar shops in Moscow and launched their international shop earlier this year.

Before launching 12 STOREEZ, Irina worked in fashion retail for over a decade as a customer service manager for luxury brands. Marina worked in fashion media for almost ten years, where she started as an assistant and worked her way up to become the fashion editor at Cosmopolitan Shopping. Ivan was developing a construction business company at the time.





I ow did you come up with the idea of launching 12 STOREEZ?

Marina: The idea of creating our own brand was suggested by Irina's husband, Ivan, while he was getting his business degree. He saw that what we wore always gathered people's attention on social media, and we had lots of people ask us where we got a certain dress, jacket or bag.

We had Instagram accounts where we frequently shared photos of our outfits. It was a hobby, none of us ever thought this can somehow turn out to be a way to support a business. But with more and

more people asking us questions, we suddenly had the 'Aha!' moment. Why not start our own brand?

When Ivan suggested we launch our own fashion brand, I immediately said no. But he ended up convincing me by saying that it's always good to try something new. And I guess, in the end, I thought... Why not?

Irina: I am quite conventional and would never describe myself as a daring kind... So the idea of launching a brand seemed absolutely mad to me. I deeply care about being confident in what comes next, and I've always been determined to have a steady, stable source of income. Running a business meant ploughing money back into it. So when we launched the brand, I was still working

somewhere else for several months, because I didn't really believe we would get any orders.

Within the founders, the responsibilities are well outlined. Ivan is responsible for the commercial side and further development of the business, Marina is responsible for the visual aspects of the brand, covering everything from social media, look books, as well as the shoes and accessories range. Irina is responsible for the garment production as well as the ready-to-wear range.

What led you to design?

Irina: It all stems from our childhood. When we

were little, my mother sewed things for us. We grew up in a small town in the Ural Mountains where you barely had any options for clothes at the time, and now imagine there being the two of us! We had a seamstress who basically altered outfits for us from our mother's clothes. When we were teenagers, we asked the seamstress to sew clothes for us based on our sketches. We actually came up with our prom dress designs. They were very simple, yet unique — I feel like they won't look out of place today if we pulled them out of our wardrobes.

Marina: We are not designers in the traditional

sense of the word. We look at the trends that are floating around the fashion industry, pick the ones that feel close to our own sense of style and aesthetic and adapt them to create garments we would wear ourselves. Irina and I come up with designs; we choose colors, fabrics and everything in between. Irina is now in charge of the women's capsule, and I am responsible for denim and shoes.

"The 12 STOREEZ woman does not need to prove anything to anyone. She has that

quiet and sure self-confidence.

How would you define the 12 STOREEZ woman?

Irina: She is a woman who does not need to prove anything to anyone. She has that quiet and sure self-confidence. So it sort of makes sense that pastel colors and simple silhouettes have become second nature for her. She like sclothes

that enhance her beauty, not conceal it.

Marina: Aesthetics are important to her, but she likes simplicity. For example, if she goes on vacation, I think she would stay in an elegant house overlooking the sea, rather than an opulent hotel with diamond chandeliers. 12 STOREEZ is calm, not flashy — I would compare it to the ocean's horizon. I think the 12 STOREEZ woman is quite pragmatic; she likes a capsule wardrobe that fits in one suitcase, where each piece can be combined with the others. And she certainly wouldn't buy a dress that enters the room before she does.

Who is on your wish list to dress?

Marina: For me, it definitely is Hailey Bieber. She always looks stylish, and I love how she wears monochrome outfits.

Irina: I like Christy Turlington; I like her discreet style and natural beauty.

How do you think social media has played a role in 12 STOREEZ success?

Marina: Social media has certainly played a role in our success. After all, we are a brand that has evolved from an Instagram account. We took our first orders through direct messages. We frequently got messages from customers who wanted to try on the clothes before buying them, so we opened a showroom — in the guest bedroom of one of our apartments! Very quickly we realized how inconvenient it is, and rented a space. And all of this was just a month after we launched, going from online into offline.

We always listen to the opinions of our audience on social media — our followers ask us to produce a garment in a different color or with some extra details, like pockets or different buttons.

There are over 1.3 million followers on our Russian Instagram account now. We became the first Russian clothing brand to reach that milestone. In April 2020, we started building a community for the international clientele, so our English-speaking customers could also read and learn about the brand, and get inspired.

Where do you see 12 STOREEZ in the next 5 years?

Ivan: In 5 years, we would like to be represented in dozens of countries around the world: in Europe, North

America, and Asia. We would like to see our brand on the same level as, for example, Furla, or have more stores around the world than Gentle Monster. We would like to be a company that has more international sales than local ones. We would like to be recognizable all around the globe and have representation in the major capitals of the world.

What inspires you to create new collections season after season?

Irina: We are inspired by movies, beautiful places and traveling, although we mainly travel for work. I love the way women dress in Europe, especially Italian women. The way they carry themselves is incredible. I am truly amazed by how older women can be so stylish.

If you could go back and tell yourself one thing before beginning your career what would it be?

Ivan: I would tell myself to learn more about the business we are in, and to devote a significant part of my time to this. I believe I wasted time working for another company and didn't use that time as efficiently as I could. For a few years I did not devote enough time to our product. Now I understand that the CEO's job essentially should be a constant process of creating — creating product ideas.

I would also tell myself to become more conscious of the recruitment process, development, culture, and the values of the brand. I believe the sooner the company starts thinking about its ideology, and the more consistent it is, the stronger its competitive advantage will be. In my opinion, the further we go into the 21st century, the more our brand values ought to develop. Companies with a stronger brand DNA will be more successful.

"We became the first Russian clothing brand to reach I million followers on Instagram"









As an entrepreneur, what advice would you give to girls wanting to start their own business? Irina: First, decide whether it is actually your thing. Entrepreneurship suits people with a lot of energy and ideas, who can take the risk, inspire people, and immerse others in their own ideas. As an entrepreneur, you have to be a little naive. You need to believe in something that doesn't exist yet. You are constantly searching for something new and doubting yourself throughout the process. You live with the desire to change something, but with a high level of self-criticism. Most importantly, an entrepreneur needs an undying proclivity for hard work.

Marina: I think many people go into business wanting to become better than someone, or to compete with someone. But it is impossible to repeat or copy someone else's success. You should just do what you believe in, and do it in a way that makes you proud. Repeat this process time and time again, without looking back. Truthfully, persistently, paying attention to every detail, as if you are doing it for yourself. It gets ridiculous sometimes. When Irina chooses fabrics for new collections, she puts each sample to her cheek—this way, she can understand whether the fabrics feel pleasant to the touch. When you put this level of dedication into what you do, people always notice it.

"As an entrepreneur, you have to be a little naive. You need to believe in something that doesn't exist yet."





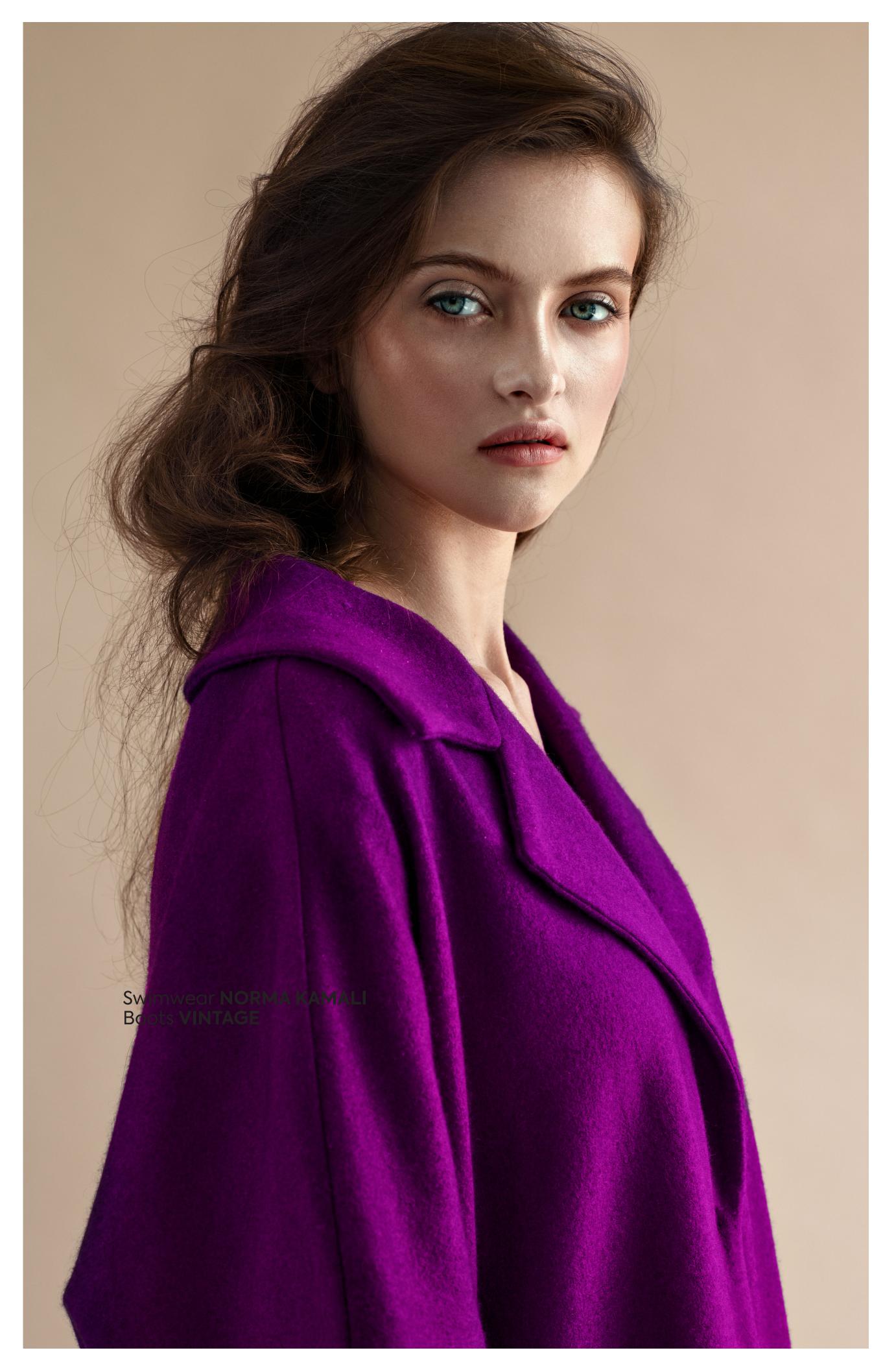
















FEATURE

Interview by ALEXANDRA BONNET @alexbonnetwrites

PHOTOGRAPHER: THAIS V. KENNEDY @thaisvieiraphotography MODEL: TESS ANIQUE @tessanique WARDROBE STYLIST: LISA MARIE CAMERON @styledbylmc

MAKEUP ARTIST: TY WEIR @ty.weir
HAIR STYLIST: CYNTHIA FUNES @cee_hairstylist
LOCATION: IN COLOR STUDIOS @incolorstudios









hare with us your journey up until now with physical/mental health

For me, physical and mental health go hand-in-hand. When I'm taking care of my body and my mind-I feel my best. I wasn't always that way though. I've struggled with mental health. I've had setbacks. But, I've also risen from those challenges.

I used to be afraid of lifting weights and being "strong." I would just do hard cardio for hours on end. Now, strong makes me feel good. Physically strong, mentally strong. That's what I want to be.

What are some obstacles you faced and how did you overcome them?

In the past, I've struggled with depression and anxiety. I have good days and I have bad days, but now I know how to manage it better.

Sobriety has changed my life in the most surreal way. I made the decision to get sober when I was done with feeling like how I was feeling: depressed, sad, angry. I was 23 and hopeless. Kind of an oxymoron. It had been a rough few years. I asked for help and went to treatment. In those 30 days, I learned more about myself than I ever have. I wanted to reach my fullest potential as a human being, and I know being sober would allow me to do that. It's been the greatest gift.

How has this year with the pandemic impacted you? In what ways do you believe it has had a positive effect on yourself and others?

2020 has been the craziest year, but there's also been a lot of beauty that came from it. Spending more time with my family has been a blessing. (My fiancé, two step-kids, one French bulldog) It's been wonderful having a happy home full of love during these unprecedented times. Sure it is chaotic at moments, but I'm grateful to be surrounded by them. I feel more connected now than I've ever felt before.

What advice would you give to those struggling with their mental health?

It's ok to ask for help. You don't have to do it alone. It took me three years before I got to that point. But it's the greatest step I've ever taken. I was also surprised to see how gracious people were to help. All you have to do is ask.

Congratulations on being 3 years sober! Can you share with us what that journey was like and who/what helped you overcome it the most?

Thank you! The journey wasn't easy. It's a lot

of hard work to face your demons. But people do it every day. They put in the work, they figure it out, they move forward. I'm inspired by the men and women who've done it before me. The people who have lived full incredible lives without drinking or using are amazing to me. They were fully present in every moment of their life and live authentically. That's the dream. My fiancé (Sheldon Souray) who is also sober is a constant inspiration to me.

Tell us more about your family dynamic/childhood. How has it shaped who you are today?

I'm a first-generation American. My parents are from Germany. I grew up in a German household in Southern California. I loved growing up in America with some

European influence.

"Sobriety

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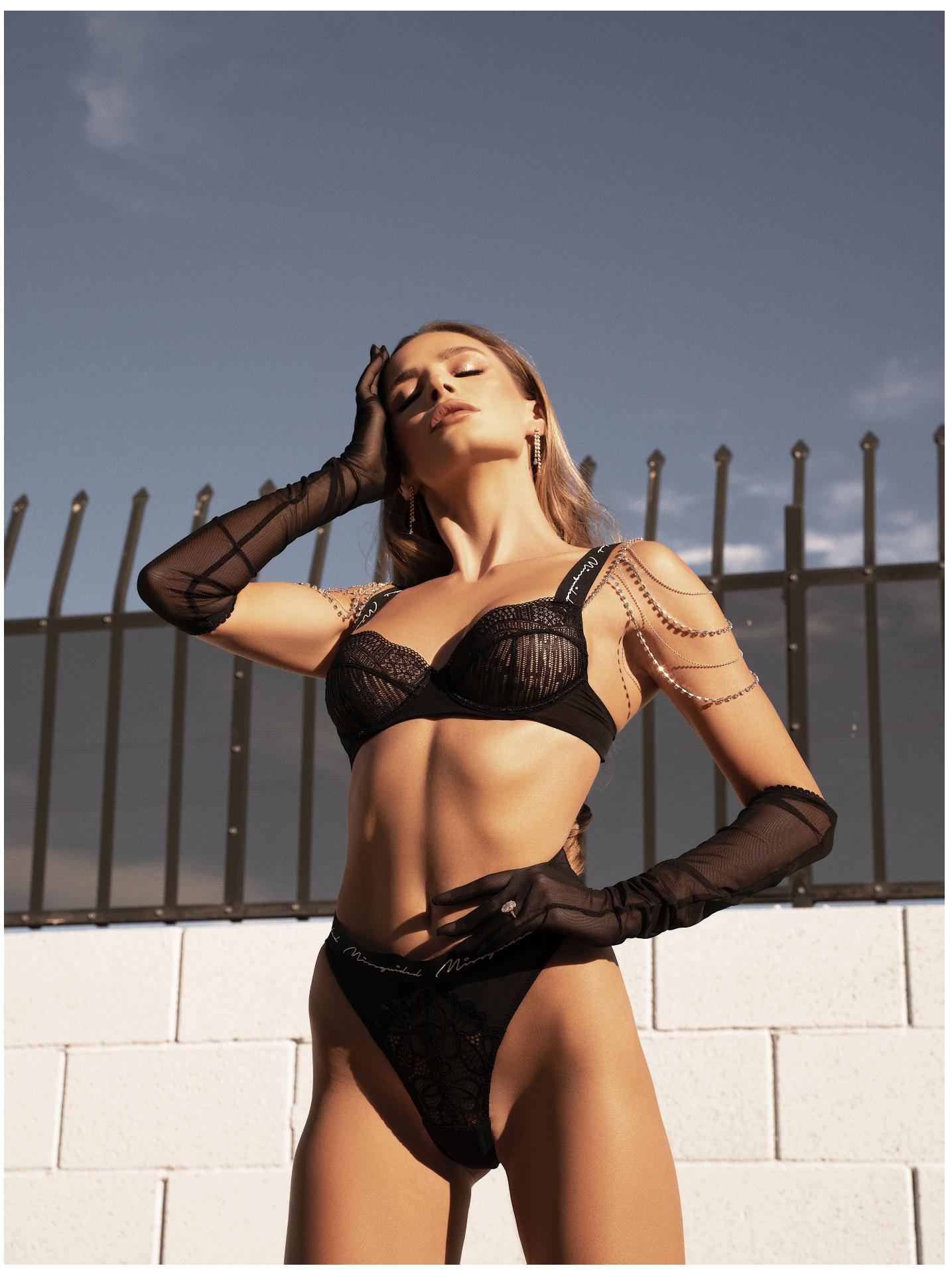
surreal

way."

How does having two international perspectives on the world influence your way of thinking/acting?

I feel like it made me very curious and accepting. I enjoy learning about different cultures and how people are raised differently. Shel is from an Indian reservation in Canada. We blend a lot of cultures and traditions in our home and it's cool to





see it come to life. My favorite way is through the kitchen! I never grew up having a traditional American turkey for thanksgiving, so I made one this year. We made German Käsespätzle (homemade pasta) for Christmas. And I learned how to make bannock (a type of indigenous Canadian bread). I get up in a family of blended cultures and I enjoy carrying that through to my home now.

Top 5 tips for feeling better physically. Favorite workout?

- I. Get your beauty sleep.
- 2. If it doesn't feel good, it's probably not good. (i.e. for me: staying up late, going out. etc)
- 3. Treat your body right. You only have one.
- 4. Mental health is just as important as physical health. If not, more important.
- 5. Don't be afraid to lift the weights.

What makes you truly happy in life?

Trying to be the best version of myself makes me happy. Knowing I'm doing all that I can to live life authentically. Showing up and suiting up when life gets hard.

I've come a long way. I'm finally proud of who I am and who I see when I look in the mirror.

Any resolutions for this year?

2020 was a whirlwind. Sometimes I get stressed, so I'm still working on managing that effectively. When I get really stressed out, it's easy for me to lose discipline in self-care (gym, meetings, etc.). When in reality I can't take care of everyone else around me if I don't take care of myself. This year, I'm making my self-care a priority.

"The people who have lived full incredible lives without drinking or using are amazing to me."



Bodysuit WOLFORD
Corset ASOS
Heels EGO OFFICIAL
Earrings ETTIKA / Rings VADJE
Neclaces & Bangles VADJE & ETTIKA



























